

James Pistell

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Portfolio: JamesPistell.com

Rochester, New York

Professional Summary

Resourceful Online Marketing Professional with 4 years of experience developing and implementing digital marketing and advertising campaigns. Have designed and developed websites and digital marketing strategies for clients and personal use. A forward-thinking Marketing Guru who creates landing pages and tracking systems, while analyzing ROI and conversion to adjust marketing campaigns. Moonlights once a month as a commissioned officer in the Army National Guard.

Work Experience

Honeyguide SEM – PPC Account Manager

09/2013 – Present

Located in Rochester, NY, I managed multiple Pay-Per-Click accounts for several clients. Search Engine Marketing campaigns were executed via Google AdWords, Bing AdCenter, Amazon Seller Central, Facebook and Instagram. Main focus was on establishing marketing campaigns via outreach to social media influencers in order to drive sales and increase brand awareness.

Army National Guard – Platoon Leader

12/2011 – Present

Platoon Leader in the rank of 1st Lieutenant in an Army National Guard cavalry scout troop located at Geneva, New York. I am directly responsible for the health, welfare and duties of 25 subordinate soldiers, including over \$25 million dollars worth of equipment.

Self-Employed - Webmaster

2010 – Present

Manages a portfolio of personal and client web sites as well as their servers. I am responsible for maintaining their uptime, security, billing, PPC, SEO, web design & development. Have leveraged traffic from personal websites to generate a livable monthly income through advertisements and affiliate marketing.

Skills

- Google AdWords (*Certified – GAQP Search and Display*)
- Digital Marketing
- Social Media Marketing
- Google Analytics (*Certified – GAIQ License #02013707*)
- Front-End Web Development
- JavaScript & jQuery
- HTML5 & CSS3
- WordPress
- Computer Hardware & Networking (*Certified – CompTIA A+ and Network+*)

Education

SUNY Brockport – Bachelor of Science in History

08/2008 – 12/2011

Monroe Community College – Associate of Science in Liberal Arts

08/2006 – 06/2008